



TheRetailCoach®

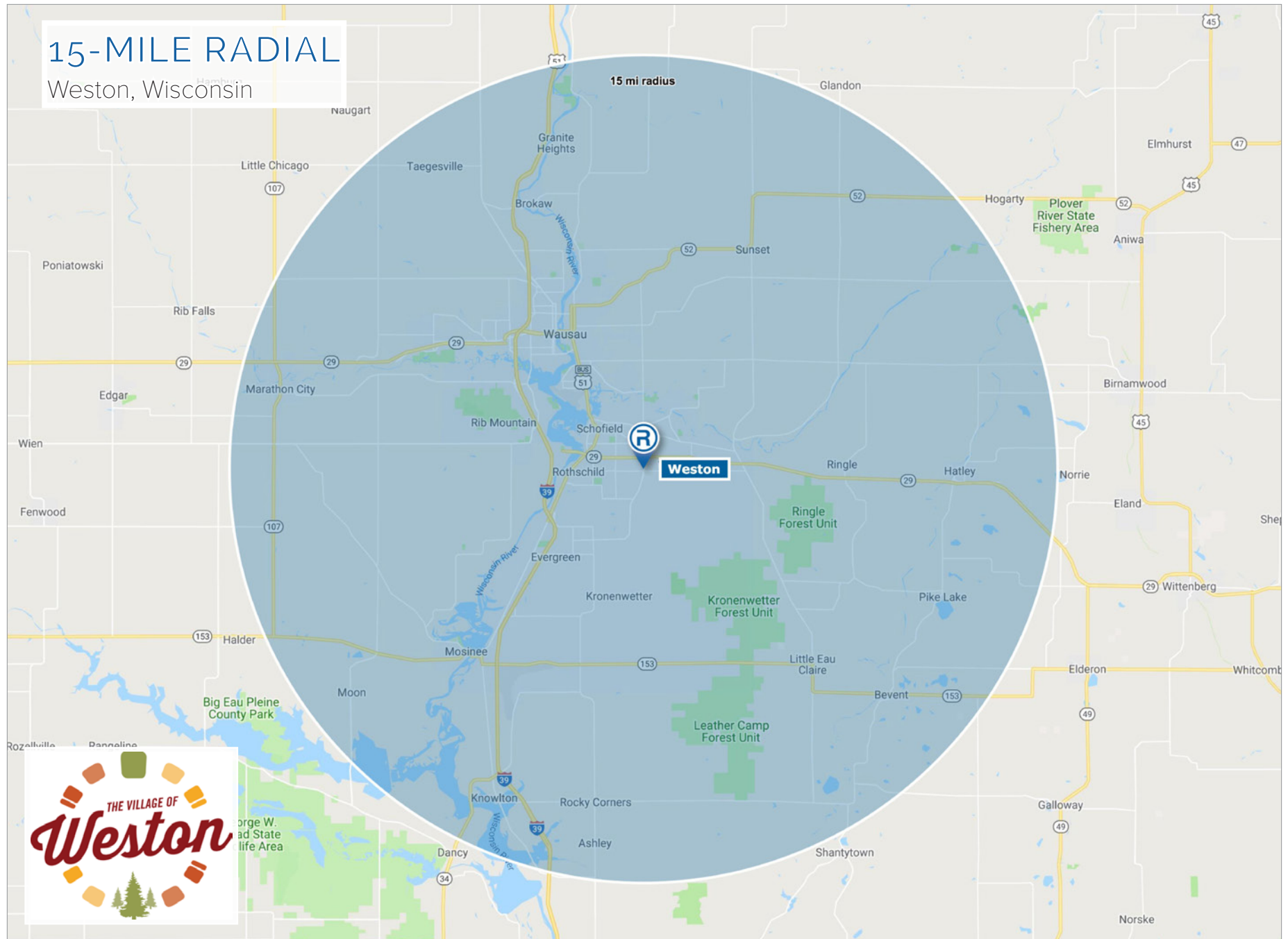
15-MILE RADIAL DEMOGRAPHIC PROFILE

Weston, Wisconsin

Prepared for
Village of Weston
September 2018



Weston, Wisconsin



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15-MILE RADIAL • DEMOGRAPHIC PROFILE

Weston, Wisconsin

DESCRIPTION	DATA	%
Population		
2023 Projection	106,201	
2018 Estimate	105,092	
2010 Census	103,728	
2000 Census	97,718	
Growth 2018 - 2023		1.06%
Growth 2010 - 2018		1.32%
Growth 2000 - 2010		6.15%
2018 Est. Population by Single-Classification Race	105,092	
White Alone	92,712	88.22%
Black or African American Alone	1,086	1.03%
Amer. Indian and Alaska Native Alone	608	0.58%
Asian Alone	7,719	7.35%
Native Hawaiian and Other Pacific Island Alone	31	0.03%
Some Other Race Alone	921	0.88%
Two or More Races	2,016	1.92%
2018 Est. Population by Hispanic or Latino Origin	105,092	
Not Hispanic or Latino	102,249	97.30%
Hispanic or Latino	2,843	2.71%
Mexican	1,868	65.71%
Puerto Rican	207	7.28%
Cuban	49	1.72%
All Other Hispanic or Latino	719	25.29%

DESCRIPTION	DATA	%
2018 Est. Hisp. or Latino Pop by Single-Class. Race	2,843	
White Alone	1,549	54.49%
Black or African American Alone	26	0.92%
American Indian and Alaska Native Alone	68	2.39%
Asian Alone	49	1.72%
Native Hawaiian and Other Pacific Islander Alone	1	0.04%
Some Other Race Alone	866	30.46%
Two or More Races	284	9.99%
2018 Est. Pop by Race, Asian Alone, by Category	7,719	
Chinese, except Taiwanese	208	2.70%
Filipino	161	2.09%
Japanese	36	0.47%
Asian Indian	590	7.64%
Korean	84	1.09%
Vietnamese	21	0.27%
Cambodian	17	0.22%
Hmong	5,943	76.99%
Laotian	72	0.93%
Thai	21	0.27%
All Other Asian Races Including 2+ Category	566	7.33%

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DESCRIPTION	DATA	%
2018 Est. Population by Ancestry	105,092	
Arab	22	0.02%
Czech	774	0.74%
Danish	548	0.52%
Dutch	1,323	1.26%
English	2,749	2.62%
French (except Basque)	1,457	1.39%
French Canadian	909	0.87%
German	40,494	38.53%
Greek	100	0.10%
Hungarian	330	0.31%
Irish	4,528	4.31%
Italian	1,085	1.03%
Lithuanian	94	0.09%
United States or American	2,701	2.57%
Norwegian	3,562	3.39%
Polish	11,323	10.77%
Portuguese	9	0.01%
Russian	335	0.32%
Scottish	492	0.47%
Scotch-Irish	225	0.21%
Slovak	109	0.10%
Subsaharan African	28	0.03%
Swedish	1,157	1.10%
Swiss	387	0.37%
Ukrainian	50	0.05%
Welsh	293	0.28%
West Indian (except Hisp. groups)	68	0.07%
Other ancestries	15,212	14.48%
Ancestry Unclassified	14,731	14.02%

DESCRIPTION	DATA	%
2018 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	90,293	91.34%
Speak Asian/Pacific Island Language at Home	5,227	5.29%
Speak IndoEuropean Language at Home	1,285	1.30%
Speak Spanish at Home	1,997	2.02%
Speak Other Language at Home	54	0.06%
2018 Est. Population by Age	105,092	
Age 0 - 4	6,237	5.94%
Age 5 - 9	6,446	6.13%
Age 10 - 14	6,672	6.35%
Age 15 - 17	4,090	3.89%
Age 18 - 20	3,827	3.64%
Age 21 - 24	5,094	4.85%
Age 25 - 34	12,472	11.87%
Age 35 - 44	12,865	12.24%
Age 45 - 54	13,967	13.29%
Age 55 - 64	14,921	14.20%
Age 65 - 74	10,451	9.95%
Age 75 - 84	5,440	5.18%
Age 85 and over	2,610	2.48%
Age 16 and over	84,403	80.31%
Age 18 and over	81,648	77.69%
Age 21 and over	77,821	74.05%
Age 65 and over	18,501	17.61%
2018 Est. Median Age		41.07
2018 Est. Average Age		40.75

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DESCRIPTION	DATA	%
2018 Est. Population by Sex	105,092	
Male	52,531	49.99%
Female	52,561	50.01%
2018 Est. Male Population by Age	52,531	
Age 0 - 4	3,194	6.08%
Age 5 - 9	3,304	6.29%
Age 10 - 14	3,415	6.50%
Age 15 - 17	2,106	4.01%
Age 18 - 20	2,009	3.82%
Age 21 - 24	2,672	5.09%
Age 25 - 34	6,388	12.16%
Age 35 - 44	6,560	12.49%
Age 45 - 54	7,020	13.36%
Age 55 - 64	7,500	14.28%
Age 65 - 74	5,074	9.66%
Age 75 - 84	2,378	4.53%
Age 85 and over	910	1.73%
2018 Est. Median Age, Male		39.90
2018 Est. Average Age, Male		39.78

DESCRIPTION	DATA	%
2018 Est. Female Population by Age	52,561	
Age 0 - 4	3,042	5.79%
Age 5 - 9	3,142	5.98%
Age 10 - 14	3,257	6.20%
Age 15 - 17	1,984	3.78%
Age 18 - 20	1,818	3.46%
Age 21 - 24	2,422	4.61%
Age 25 - 34	6,085	11.58%
Age 35 - 44	6,305	12.00%
Age 45 - 54	6,948	13.22%
Age 55 - 64	7,421	14.12%
Age 65 - 74	5,376	10.23%
Age 75 - 84	3,062	5.83%
Age 85 and over	1,700	3.23%
2018 Est. Median Age, Female		42.26
2018 Est. Average Age, Female		41.68
2018 Est. Pop Age 15+ by Marital Status		
Total, Never Married	23,615	27.54%
Males, Never Married	13,558	15.81%
Females, Never Married	10,058	11.73%
Married, Spouse present	44,849	52.31%
Married, Spouse absent	2,173	2.53%
Widowed	5,707	6.66%
Males Widowed	1,271	1.48%
Females Widowed	4,436	5.17%
Divorced	9,393	10.96%
Males Divorced	4,223	4.93%
Females Divorced	5,170	6.03%

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DESCRIPTION	DATA	%
2018 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,560	3.5%
Some High School, no diploma	3,446	4.7%
High School Graduate (or GED)	25,178	34.6%
Some College, no degree	13,939	19.2%
Associate Degree	8,994	12.4%
Bachelor's Degree	13,150	18.1%
Master's Degree	3,933	5.4%
Professional School Degree	1,128	1.6%
Doctorate Degree	398	0.5%
2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	467	36.80%
High School Graduate	347	27.34%
Some College or Associate's Degree	358	28.21%
Bachelor's Degree or Higher	97	7.64%
Households		
2023 Projection	44,106	
2018 Estimate	43,300	
2010 Census	41,862	
2000 Census	37,703	
Growth 2018 - 2023		1.86%
Growth 2010 - 2018		3.44%
Growth 2000 - 2010		11.03%

DESCRIPTION	DATA	%
2018 Est. Households by Household Type	43,300	
Family Households	28,885	66.71%
Nonfamily Households	14,416	33.29%
2018 Est. Group Quarters Population	1,362	
2018 Households by Ethnicity, Hispanic/Latino	720	
2018 Est. Households by Household Income	43,300	
Income < \$15,000	3,688	8.52%
Income \$15,000 - \$24,999	4,234	9.78%
Income \$25,000 - \$34,999	4,631	10.70%
Income \$35,000 - \$49,999	6,112	14.12%
Income \$50,000 - \$74,999	8,329	19.24%
Income \$75,000 - \$99,999	6,256	14.45%
Income \$100,000 - \$124,999	4,008	9.26%
Income \$125,000 - \$149,999	2,454	5.67%
Income \$150,000 - \$199,999	1,987	4.59%
Income \$200,000 - \$249,999	755	1.74%
Income \$250,000 - \$499,999	666	1.54%
Income \$500,000+	180	0.42%
2018 Est. Average Household Income		\$74,267
2018 Est. Median Household Income		\$58,224

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DESCRIPTION	DATA	%
2018 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$59,282
Black or African American Alone		\$38,805
American Indian and Alaska Native Alone		\$32,853
Asian Alone		\$51,813
Native Hawaiian and Other Pacific Islander Alone		\$40,913
Some Other Race Alone		\$36,784
Two or More Races		\$36,934
Hispanic or Latino		\$39,895
Not Hispanic or Latino		\$58,670
2018 Est. Family HH Type by Presence of Own Child.	28,885	
Married-Couple Family, own children	8,825	30.55%
Married-Couple Family, no own children	14,023	48.55%
Male Householder, own children	1,240	4.29%
Male Householder, no own children	821	2.84%
Female Householder, own children	2,523	8.74%
Female Householder, no own children	1,452	5.03%
2018 Est. Households by Household Size	43,300	
1-person	12,325	28.46%
2-person	15,842	36.59%
3-person	6,481	14.97%
4-person	5,281	12.20%
5-person	2,040	4.71%
6-person	806	1.86%
7-or-more-person	525	1.21%
2018 Est. Average Household Size		2.4

DESCRIPTION	DATA	%
2018 Est. Households by Presence of People Under 18	43,300	
Households with 1 or More People under Age 18:	13,374	30.89%
Married-Couple Family	9,125	68.23%
Other Family, Male Householder	1,346	10.06%
Other Family, Female Householder	2,734	20.44%
Nonfamily, Male Householder	132	0.99%
Nonfamily, Female Householder	36	0.27%
Households with No People under Age 18:	29,927	69.12%
Married-Couple Family	13,724	45.86%
Other Family, Male Householder	721	2.41%
Other Family, Female Householder	1,240	4.14%
Nonfamily, Male Householder	6,875	22.97%
Nonfamily, Female Householder	7,367	24.62%
2018 Est. Households by Number of Vehicles	43,300	
No Vehicles	2,487	5.74%
1 Vehicle	12,852	29.68%
2 Vehicles	18,548	42.84%
3 Vehicles	7,038	16.25%
4 Vehicles	1,437	3.32%
5 or more Vehicles	939	2.17%
2018 Est. Average Number of Vehicles		1.9

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DESCRIPTION	DATA	%
Family Households		
2023 Projection	29,454	
2018 Estimate	28,885	
2010 Census	27,850	
2000 Census	26,089	
Growth 2018 - 2023		1.97%
Growth 2010 - 2018		3.72%
Growth 2000 - 2010		6.75%
2018 Est. Families by Poverty Status	28,885	
2018 Families at or Above Poverty	27,095	93.80%
2018 Families at or Above Poverty with Children	11,158	38.63%
2018 Families Below Poverty	1,790	6.20%
2018 Families Below Poverty with Children	1,372	4.75%
2018 Est. Pop 16+ by Employment Status	84,403	
Civilian Labor Force, Employed	55,538	65.80%
Civilian Labor Force, Unemployed	1,890	2.24%
Armed Forces	0	0.00%
Not in Labor Force	26,975	31.96%
2018 Est. Civ. Employed Pop 16+ by Class of Worker	54,595	
For-Profit Private Workers	40,703	74.55%
Non-Profit Private Workers	4,808	8.81%
Local Government Workers	377	0.69%
State Government Workers	1,511	2.77%
Federal Government Workers	3,353	6.14%
Self-Employed Workers	3,716	6.81%
Unpaid Family Workers	128	0.23%

DESCRIPTION	DATA	%
2018 Est. Civ. Employed Pop 16+ by Occupation	54,595	
Architect/Engineer	834	1.53%
Arts/Entertainment/Sports	893	1.64%
Building Grounds Maintenance	1,493	2.74%
Business/Financial Operations	2,781	5.09%
Community/Social Services	953	1.75%
Computer/Mathematical	1,083	1.98%
Construction/Extraction	2,032	3.72%
Education/Training/Library	2,601	4.76%
Farming/Fishing/Forestry	470	0.86%
Food Prep/Serving	2,376	4.35%
Health Practitioner/Technician	3,472	6.36%
Healthcare Support	1,349	2.47%
Maintenance Repair	1,677	3.07%
Legal	792	1.45%
Life/Physical/Social Science	271	0.50%
Management	4,785	8.77%
Office/Admin. Support	7,869	14.41%
Production	5,676	10.40%
Protective Services	702	1.29%
Sales/Related	6,190	11.34%
Personal Care/Service	1,688	3.09%
Transportation/Moving	4,609	8.44%
2018 Est. Pop 16+ by Occupation Classification	54,595	
White Collar	32,524	59.57%
Blue Collar	13,993	25.63%
Service and Farm	8,077	14.79%

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DESCRIPTION	DATA	%
2018 Est. Workers Age 16+ by Transp. to Work	53,979	
Drove Alone	45,427	84.16%
Car Pooled	4,288	7.94%
Public Transportation	220	0.41%
Walked	998	1.85%
Bicycle	320	0.59%
Other Means	491	0.91%
Worked at Home	2,234	4.14%
2018 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	22,432	
15 - 29 Minutes	22,004	
30 - 44 Minutes	4,377	
45 - 59 Minutes	1,610	
60 or more Minutes	1,629	
2018 Est. Avg Travel Time to Work in Minutes		20.14
2018 Est. Occupied Housing Units by Tenure	43,300	
Owner Occupied	30,604	70.68%
Renter Occupied	12,696	29.32%
2018 Owner Occ. HUs: Avg. Length of Residence		18.38
2018 Renter Occ. HUs: Avg. Length of Residence		6.53

DESCRIPTION	DATA	%
2018 Est. Owner-Occupied Housing Units by Value	43,300	
Value Less than \$20,000	737	2.41%
Value \$20,000 - \$39,999	304	0.99%
Value \$40,000 - \$59,999	378	1.24%
Value \$60,000 - \$79,999	1,467	4.79%
Value \$80,000 - \$99,999	2,929	9.57%
Value \$100,000 - \$149,999	8,349	27.28%
Value \$150,000 - \$199,999	7,093	23.18%
Value \$200,000 - \$299,999	5,367	17.54%
Value \$300,000 - \$399,999	2,130	6.96%
Value \$400,000 - \$499,999	952	3.11%
Value \$500,000 - \$749,999	652	2.13%
Value \$750,000 - \$999,999	151	0.49%
Value \$1,000,000 or \$1,499,999	64	0.21%
Value \$1,500,000 or \$1,999,999	11	0.04%
Value \$2,000,000+	19	0.06%
2018 Est. Median All Owner-Occupied Housing Value		\$157,233
2018 Est. Housing Units by Units in Structure		
1 Unit Attached	33,734	71.35%
1 Unit Detached	1,669	3.53%
2 Units	2,796	5.91%
3 or 4 Units	1,253	2.65%
5 to 19 Units	4,769	10.09%
20 to 49 Units	1,106	2.34%
50 or More Units	931	1.97%
Mobile Home or Trailer	1,024	2.17%
Boat, RV, Van, etc.	1	0.00%

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DESCRIPTION	DATA	%
2018 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	1,451	3.07%
Housing Units Built 2010 to 2014	677	1.43%
Housing Units Built 2000 to 2009	7,825	16.55%
Housing Units Built 1990 to 1999	6,479	13.70%
Housing Units Built 1980 to 1989	4,587	9.70%
Housing Units Built 1970 to 1979	7,232	15.30%
Housing Units Built 1960 to 1969	4,192	8.87%
Housing Units Built 1950 to 1959	4,774	10.10%
Housing Units Built 1940 to 1949	2,823	5.97%
Housing Unit Built 1939 or Earlier	7,243	15.32%
2018 Est. Median Year Structure Built		1976

ABOUT THE RETAIL COACH

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail360® process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.



C. Kelly Cofer
President & CEO
The Retail Coach, LLC

Retail360®

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through extensive visits within our clients' communities.

Every community is different, and there is no “one size fits all” retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts—all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

The Retail Coach –

“It's not about data. It's about your success.”



ACKNOWLEDGEMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics 2018, ESRI 2017, U.S. Census Bureau, Economy.com, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model.

Mapping data is provided by MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

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